AMENDMENTS TO THE CLAIMS

1. (Currently Amended) System for selling goods, comprising an electronic device configured to enable a customer to access a group of items pre-selected for the customer based on an evaluation made when the goods are tried on by a human model having ~~similar~~ individual characteristics [[as]] representing characteristics of the customer.

2. (Original) The system of claim 1, wherein the evaluation is performed by the human model trying on the goods to evaluate whether the goods fit the model.

3. (Original) The system of claim 1, wherein the evaluation is performed by an expert evaluating whether the goods are suitable for a human model trying on the goods.

4. (Currently Amended) The system of claim 1, wherein the customer is enabled to choose the items pre-selected based on evaluations made by an expert ~~experts~~ having a desirable fashion preference ~~orientation~~.

5. (Original) The system of claim 1, wherein the electronic device is further configured to enable the customer to watch images depicting a human model wearing the pre-selected items and having similar individual characteristics as the customer.

6. (Original) The system of claim 5, wherein the electronic device is configured to display video images showing the human models in motion.

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7. (Original) The system of claim 1, wherein the customer is enabled to access data on additional items associated with each of the pre-selected items.

8. (Original) The system of claim 7, wherein the additional items are pre-selected when the goods are tried on by the human model.

9. (Original) The system of claim 1, wherein the goods include clothes items.

10. (Original) The system of claim 1, wherein the customer is enabled to order a desired item and to pick-up the ordered item at a designated retail facility.

11. (Original) The system of claim 10, further comprising an assignment mechanism for automatically assigning a fitting room at the retail facility for the customer that wants to pick up the ordered item, when the customer is identified.

12. (Original) The system of claim 10, further comprising a plurality of retail facilities supplied by a storage facility for selling food products, and a special-purpose warehouse for storing the goods evaluated when the goods are tried on by the human model.

13. (Original) The system of claim 12, wherein the ordered goods are transferred from the special-purpose warehouse to the designated retail facility of the plurality of retail facility for selling food products.

14.   (Currently Amended) A method of selling goods, comprising the steps of:

selecting human models representing categories of a pre-set classification of goods,

trying on the goods by the human models of the respective categories,

evaluating the goods when the goods are tried on to determine an evaluation result ~~marks~~,

obtaining individual characteristics of a customer to determine to which category in the

pre-set classification the customer belongs, and

enabling the customer to access a group of items pre-selected based on the evaluation

result ~~marks for the goods~~ in the category to which the customer belongs.

15.   (Original) The method of claim 14, wherein the customer is enabled to watch

video images depicting in motion the human models wearing the pre-selected items.

16   (Currently Amended) The method of claim 14, wherein the evaluation is

performed ~~marks are given~~ by the human models wearing the goods.

17.   (Original) The method of claim 14, wherein the goods include clothes items.

18.   (Currently Amended) The method of claim 14, wherein the evaluation is

performed ~~marks are given~~ by an expert ~~experts~~ based on a judgment ~~judgement~~ as to whether

the goods are suitable for the models wearing those goods.

19.   (Currently Amended) The method of claim 14, wherein the customer is enabled

to select the goods based on the evaluation of an expert ~~evaluations of experts~~ having a

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predetermined fashion <u>preference</u> ~~orientation~~.

20.   (Original) The method of claim 14, wherein the pre-set classification takes into account body types of customers.

21.   (Original) The method of claim 20, wherein the pre-set classification further takes into account color of customer's hair.

22.   (Original) The method of claim 20, wherein the pre-set classification further takes into account color of customer's eyes.

23.   (Currently Amended) The method of claim <u>14</u> ~~20~~, wherein the pre-set classification ~~further~~ takes into account tone of customer's skin.

24.   (Original) The method of claim 14, wherein the customer is enabled to access data on additional items associated with each of the pre-selected items.

25.   (Original) The method of claim 24, wherein the additional items are pre-selected when the goods are tried on by the human model.

26.   (Original) The method of claim 25, wherein the additional items are pre-selected by fashion experts.

27. (Currently amended) A retail system comprising:

a plurality of retail facilities for selling pre-ordered food products, and

an ordering mechanism for enabling customers to order clothes items, together with the

food products, for delivery at a designated retail facility of the plurality of retail facilities,

the ordering mechanism including an electronic device configured for displaying ~~video~~

images of human models wearing the clothes items.

28. (Original) The retail system of claim 27, further comprising a storage facility for

serving the retail facilities in a particular area, and a clothes warehouse for storing available

clothes items.

29. (Original) The retail system of claim 28, wherein the ordered clothes items are

delivered from the clothes warehouse to the storage facility that serves the designated retail

facility.

30. (Original) The retail system of claim 29, wherein the ordered clothes items are

delivered from the storage facility to the designated retail facility, together with the food

products to be delivered to the designated retail facility.